

META. Measuring Entrepreneurial Talent

META is the only **scientific tool** specifically designed to **identify entrepreneurial talent** and empirically proven to **predict entrepreneurial success**. Designed by leading scholars from Goldsmiths, NYU and UCL, in collaboration with Harvard's Entrepreneurial Finance lab and the UK Government, META is the result of a comprehensive 4-year research program. It is the **only validated commercial tool** for identifying entrepreneurial talent and has been shown to predict entrepreneurial performance across sectors, job types, and levels of seniority.

Applications of META.

Selection and Recruitment. META can be used as a quick tool for recruiting and selecting people with entrepreneurial potential, to identify the hidden talent in organisations, and to benchmark entrepreneurial talent.

Talent Management. META provides clear and explicit information that can be used to identify individual strengths and weaknesses, and to guide strategies for managing and rewarding entrepreneurial people.

Entrepreneurial Culture. META can be used to evaluate and map entrepreneurial orientation; to reshape the culture of organisations, and to inject a real appetite for creativity and business innovation.

Team Building. META can be used to build high-performing teams, ensuring that the best possible combination of people are brought together to produce a synergy and maximise creative output.

META. Quick Facts

- A 90 item multi-faceted measure of entrepreneurial potential
- Clients include Redbull, Disney, World Bank Group, Sainsbury's and Unilever
- Designed by leading academic psychologists
- Validated by over 100,000 people in 25 countries
- Norms include managers, CEOs, entrepreneurs, intrapreneurs and professionals from all sectors
- 10-15 minute completion time